

## **ABSTRACT**

### ***The optimize of tissue culture production in PT. Dafa Teknoagro Mandiri***

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*The object of this research was to optimize tissue culture production in PT Dafa Teknoagro Mandiri. The analysis tools being used in this research are the demand forecasting (time series and causal) and goal programming quantitative method.*

*The result of this analysis showed that to perform production activity matched with all the resources the company had (machines and labors capacities), some plants are produced more and some are less than market demand. To produce these plants, the company needed to add more working hours for the machines and labors. To produce the plants which matched market demand, the company needed to add several unit machines and labors.*

*The result suggested from this research are the firm should make production schedule and consider a financial management study which involves the determination of production cost and investment of new machines and tools.*